

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re application of:

CAROLYN ZELEK, et al.

Serial No.: 10/043,696

Filed: January 11, 2002

For: METHOD AND SYSTEM FOR PRODUCT OPTIMIZATION

Attorney Docket No.: FMC 1361 PUSP / 201-0240 / 81044793

Group Art Unit: 3623

Examiner: Linda Mary Krisciunas

**REPLY**

Mail Stop Amendment  
Commissioner for Patents  
U.S. Patent & Trademark Office  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed July 21, 2006, Applicants hereby traverse the rejection of claims 1-21 in view of the following remarks:

**CERTIFICATE OF ELECTRONIC FILING**

This paper, including all enclosures referred to herein, is being electronically filed with the U.S. Patent and Trademark Office EFS-Web System on: October 17, 2006